



MINISTRY
OF FINANCE
OF THE SLOVAK REPUBLIC

PUBLIC AND PRIVATE FINANCE FOR DEVELOPMENT

VISIBILITY GUIDELINES

updated July 2022



ABOUT

Public and Private Finance for Development (PPFD) launched in 2009 and is the fruit of a long-running cooperation between **the UNDP** and **the Ministry of Finance of the Slovak Republic**.

Our branding goal is to:

- ✓ Make the Public and Private Finance for Development project easy to associate with visually
- ✓ Facilitate PFD communication across partner countries
- ✓ Recognize and give credit to the donor – the Slovak Ministry of Finance
- ✓ Enhance UNDP's work and promote UNDP partnerships

Thank you for joining our efforts to achieve these objectives by consulting the guidelines! 😊

LOGOS



Three/four (for public finance) official logos should be used, in an indicated order.

- Ministry of Finance of the Slovak Republic = a donor, must be identified always
- UNDP = a partner organization, used together with the donor's logo
- SlovakAid = an accompanying logo designating all Slovak official development assistance activities, does not denote any specific activity if used separately
- Programme tagline for public finance projects. *Please note this one is not used for private finance projects (e.g. RMF).*

Use: header, presentations, press releases etc.

LOGOS – public finance

In addition to, or alternatively to, official logos, you can use a programme-specific logo.

- as a programme tagline: use the image or #betterpublicfinanceforbetterlives

Use: social media, infographics, other creative materials.

**BETTER PUBLIC FINANCE
FOR BETTER LIVES**

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**BETTER
PUBLIC
FINANCE** **FOR
BETTER
LIVES**

LOGOS

BETTER PUBLIC FINANCE FOR BETTER LIVES

SlovakAid
GOOD IDEA SLOVAKIA

MINISTRY
OF FINANCE
OF THE SLOVAK REPUBLIC



[Download logo package file](#)



Logos.zip

TYPOGRAPHY

**Ministry of Finance of the Slovak Republic's
contribution to building a stronger and fairer public finance.**

Calibri

Calibri

Calibri

DOCUMENTS

Word templates have been prepared with headers for your ease and to indicate logo placements. Use these in case there is no need to add another logo, e.g. that of a local partner. Please note:

- when adding anything else, UNDP and MF SR logos should retain their positions next to each other
- the same applies to private finance projects (like RMF)
- programme tagline „better public finance...” is optional as long as the donor (MF SR) is identified

COLORS – public finance

Public Finance for Development visual identity builds on UNDP Brand Manual.

The programme tagline visual identifies the principal colours used:



UNDP BLUE

PMS 300 C

CYMK 91/60/10
RGB 4/104/177
Hex #0468B1

WHITE

CYMK 0/0/0/0
RGB 255/255/255
Hex #FFFFFF



PMS 1585 C

CYMK 0/71/98/0
RGB 253/105/37
Hex #FD6925

REFERENCES – public finance

Please, feel free to tag, share social media posts, include website link in your materials, mention the PFD programme in articles on public finance and promote widely via other means.

[Website](#)

Linked in



Please, do report any communication activity and/or event where PPF D occurs, such as:

- News, articles
- Meetings with the Slovak ambassadors
- Webinars, expert meetings, presentations, ...

By doing so, you help us track the programme and results visibility.

SPEAKING POINTS

Whenever you find yourself in need of introducing the programme within your communication activities, the speaking points below will get you started.

- ✓ **RESULTS** of the UNDP & the Ministry of Finance of the Slovak Republic partnership
- ✓ **LAUNCHED** in 2009 as part of Slovakia's official development assistance effort
- ✓ **EXPERTISE:** public finance management reform is widely regarded as one of the most successful areas in Slovakia's economic transition

SPEAKING POINTS

- ✓ **GOAL:** to strengthen national capacities in public finance by raising awareness, developing analytical capacities and sharing good practice with regard to public finance management implemented in Slovakia and elsewhere
- ✓ **ACTIVITIES** are demand driven (include policy advice to government partners, capacity development, institutional development, training, small grants, workshops, study visits, professional exchange schemes, etc.)
- ✓ **FOCUS:** countries of Eastern Europe and the Western Balkans

HERE FOR YOU

Still not sure of “what” and “how”? Please reach out if you have any questions or would just like to double check something:



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<https://publicfinance.undp.sk/en/>